

METACOMMERCE SYSTEM

Abstract of the Disclosure

A system for unobtrusive detection and identification of entry of customers into a retail establishment. The customer carries a client device, which communicates with a detector at an entrance of the establishment, when the client device comes within range of the detector. The client device identifies the customer. In response, the detector causes issuance of an award to the customer, such as a discount available later at the retail establishment. The detection-identification process is invisible to the customer, and also to bystanders.